Gavel to gavel at the NAB □ Getting ready for MIP □ DBS's day at the FCC

Broadcasting Apr 20

The News Magazine of the Fifth Estate □ Vol. 100 No. 16 50th Year □ 1981

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The First 50 Years Of Broadcasting
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The Week in Brief

TOP OF THE WEEK

HALLELUJAHS IN VEGAS ☐ Happy sounds of deregulation and other positive trends make 59th annual convention scene for celebration. **PAGE 27.** Bolger, Wasilewski and Cannon set tone. **PAGE 28.** Bob Lee tops off 28 years of FCC service with plea for prudence. **PAGE 29.** DSA winner Madsen calls for more support for World Press Freedom Committee. **PAGE 30.** There is virtual guarantee that 9 khz will not be ratified by Senate. **PAGE 31.** Wirth advises that House committee has only begun to make deregulatory waves. **PAGE 32.** Michel and Hill colleagues prod broadcasters for improvements. **PAGE 33.** FCC-congressional panel optimistic about chances of rewrite bill passage. **PAGE 33.** Copyright controversy flares up in Las Vegas. **PAGE 34.** Broadcasters hear most of what they wanted to hear from Republicans. **PAGE 39.** New AT&T poll-by-phone service gets consensus on broadcaster issues. **PAGE 40.**

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SPECIAL REPORT

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TECHNOLOGY

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PROFILE

CANNINESS AT CANNES ☐ When Bernard Chevry established MIP-TV in 1963, there were many doubters. When the 17th annual international programing marketplace again opens this Friday, there will be more than 3,600 believers. **PAGE 127.**

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Mater's turn to answer CBTV: let the public decide

In NATAS speech, CBS executive expresses faith in individual choice; says 'real majority' will prevail over Moral Majority

Gene Mater, senior vice president, policy, CBS/Broadcast Group, has aimed a rebuttal against the Coalition for Better Television, claiming that its methods are an infringement of the "real majority's" rights, as the Moral Majority and similar pressure groups hope to determine what is suitable television fare for the public.

Mater's speech, sponsored by the New York chapter of the National Academy of Television Arts and Sciences, served as part two of a discussion brought up two months earlier when the academy lent the podium to a CBTV founder, the Rev. Jerry Falwell.

Referring to the coalition's threats of advertiser boycotts, Mater expressed similar sentiments to those of network chiefs Fred Pierce, president of ABC-TV, Fred Silverman, president of NBC, and Mater's boss Gene Jankowski, president of the CBS/Broadcast Group, at the recent annual meeting of the American Association of Advertising Agencies (BROADCASTING, April 13 and this issue, page 90). All were in agreement that the public should be trusted to make its own programing choices.

Mater charged the Moral Majority with using television as a "scapegoat" for a "whole array of societal problems such as divorce, promiscuity and crime," and suggested, "we would be better advised to find real solutions to real problems, rather than focus on easy, convenient but false answers to real issues."

Mater discussed the "turn off CBS month" (November, 1979) proposed by the Rev. Donald Wildmon, founder of the National Federation for Decency and chairman of the CBTV. The CBS executive declared that more people watched the network that month than others "as individual choice was exercised."

Returning to the boycott issue, and using a CBS show as an example, Mater said, "If an advertiser decides to leave *Dallas*—one of Mr. Wildmon's favorite hated programs, although the real majority disagrees with him—if an advertiser withdraws, someone will take his place." Mater said Dallas would not be cancelled because of lack of advertisers," and added, "We don't intend to respond to the Moral Majority by changing or cancelling programs; we will not comply with them."

After a question from the audience, Mater indicated that he believes the Moral Majority will have a short life, although he expressed concern over a possible trend as a result of this "vocal minority."

Nicholas moves up at Time

HBO veteran heads new strategy development position with parent; move spurs other changes

N.J.Nicholas Jr. is movin' on. Having been associated with Home Box Office for the last five years, as its president, then its chairman and most recently (while retaining the chairman title) as deputy to video group vice president Gerald Levin (with HBO president James Heyworth reporting to him), Nick Nicholas now has a new assignment with HBO's parent corporation, Time Inc. He'll be responsible for "coordinating the strategy development" for Time Inc., and report to the company's president and chief executive, J. Richard Munro.

Nicholas's background, with an MBA from Harvard, was in financial analysis within Time before he moved into the company's new media businesses. Munro, in announcing the appointment, said "Nick has played a leading role in helping to establish the video group as a major contributor to Time Inc.'s profits."

With Nicholas's move, several changes in the reporting structure of Time's Video Group were concurrently announced: HBO President James Heyworth will now report directly to group vice president Levin (as does American Television and Communication chairman Monroe Rifkin); Peter Gross, executive counsel for the video group, gets the title of general counsel, reporting to Levin.

Ratings Roundup

Buoyed by its *Masada* mini-series, ABC-TV made it two winning weeks in a row in the prime-time ratings race.

For the week ended April 12, ABC scored a 19.2 rating and 31 share to CBS-TV's 17.5/29 and NBC-TV's 14.9/24. A week earlier, with strong numbers from the *Masada* opener, *Academy Awards* and *Barbara Walters Special*, ABC was on top with a 19.1/30 (BROADCASTING, April 13)—ending a six-week CBS streak.

For the entire eight-hour *Masada*, ABC averaged a 26.4/41. The network said it pulled 20,540,000 homes per average minute and estimated that 75 million watched all or part of the mini-series. The shares were consistent night-by-night (9-11 p.m. NYT, Sunday, April 4, through Wednesday, April 8): 27.1/40, 25.6/40, 25.7/41 and 27.0/42.

Among all mini-series six hours or longer, ABC said *Masada* placed ninth in ratings and seventh in homes delivered.

The three two-hour *Masada* episodes during the week ended April 12 earned ABC second, fourth and fifth positions in the ratings rankings. (The opener the previous week ranked seventh.)

Also making it into the top-10 were two new CBS series, back-to-back on Monday 8-9 p.m.: *Private Benjamin* (third with a 25.8/39) and *The Two of Us* (eighth with a 22.7/33).

During the week, ABC took Monday through Wednesday (three *Masada* nights) and Saturday (*Eight is Enough, Love Boat, Fantasy Island*). CBS won Thursday, Friday and Sunday. NBC was left without a winning night.

Within the top-20 programs ranked, NBC only had two: *Diff'rent Strokes* (12th with a 20.6/31) and *Real People* (17th with a 19.5/30).

The First 20

1.	*Dallas*	CBS	30.0/54
2.	*Masada* (Part IV mini-series	ABC	27.0/42
3.	*Private Benjamin*	CBS	25.8/39
4.	*Masada* (Part III)	ABC	25.7/41
5.	*Masada* (Part II)	ABC	25.6/40
6.	*60 Minutes*	CBS	25.5/42
7.	*Dukes of Hazzard*	CBS	24.2/41
8.	*Two of Us*	CBS	22.7/33
9.	*Love Boat*	ABC	22.3/39
10.	*M*A*S*H*	CBS	21.9/32
11.	*Peter & Paul* (Part I special)	CBS	21.0/31
12.	*Diff'rent Strokes*	NBC	20.6/31
13.	*Laverne & Shirley*	ABC	20.3/32
14.	*Fantasy Island*	ABC	20.0/39
15.	*All-Star Family Feud* (special)	ABC	20.0/30
16.	*Magnum, P.I.*	CBS	19.7/32
17.	*Real People*	NBC	19.5/30
18.	*Checking In*	CBS	19.4/33
19.	*Happy Days*	ABC	19.4/31
20.	*Convoy* (movie)	ABC	19.2/30

The Final Five

60.	*Those Amazing Animals*	ABC	11.4/19
61.	*That's My Line*	CBS	10.9/19
62.	*Riker*	CBS	10.7/21
63.	*Crazy Times* (movie)	ABC	9.8/17
64.	*NBC Magazine with David Brinkley*	NBC	7.9/14

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and 17 others none of whom has other broadcast interests. Buyer: Don Workman (51%), Charles E. Wilkes (36%), Morris Wilkes (10%) and Jack Dale (3%). Workman is Lubbock banker and ranch owner. Charles Wilkes is Lubbock businessman and owns cotton and wheat farm in Swisher County, Tex. His nephew, Morris is former production manager of KFYO(AM) Lubbock. Dale is sales manager and spo-ts director for KRLB(AM) Lubbock of which applicant is licensee. They have no other broadcast interests. Action April 6.

■ KFTN(AM) Provo, Utah (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Stallion Music Inc. to Mountain States Broadcasting Corp. of Utah for $460,000. Seller is owned by James W. Anderson III (85%), country music recording artist on MCA records, and Dean Booth (15%). Anderson retains minority interest (25%) in buyer. Booth has no other broadcast interests. Other 75% in buyer is owned by L. Dan Lacey III, applicant for new FM in Durango, Colo. Action March 27.

■ WLIH-FM New London, Wis. (FM: 93.5 mhz, 3 kw)—Granted assignment of license from Howard Sanstadt to Bill Haig for $270,000. Sanstadt has no other broadcast interests. Haig is station manager of WTMJ(AM) Milwaukee. He has no other broadcast interests. Action March 27.

Facility Changes

AM applications

■ WMOO(AM) Mobile, Ala.—Seeks CP to change city of license from Mobile to Fairhope, Ala; change hours of operation to U by adding N service with 1 kw; install DA-N; change frequency from 1550 khz to 660 khz; change SL to 1 mile east of Daphane, Ala., and make changes in ant. sys. Ann. April 7.

■ WKEA(AM) Scottsboro, Ala.—Seeks mod. of CP to change TL to just off Ridgedale Road, Scottsboro, and change type trans. Ann. March 24.

■ KGUD(AM) Banning, Calif.—Seeks CP to increase D power from 250 w to 1 kw. Ann. April 7.

■ KCIN(AM) Victorville, Calif.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; increase D power to 1 kw; install DA-N; change frequency from 1590 khz to 670 khz and make changes in ant. sys. Ann. April 9.

■ KYSN(AM) Colorado Springs, Colo.—Seeks CP to increase D power to 5 kw, DA-N and change TL, SL and RC to intersection of Airport Road and Miller Road, Colorado Springs, Colo. Ann. April 9.

■ WWZZ(AM) Sarasota, Fla.—Seeks CP to increase power to 2.5 kw. Ann. April 7.

■ KVDB(AM) Sioux Center, Iowa—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. March 24.

■ WFSR(AM) Harlan, Ky.—Seeks CP to increase power to 5 kw. Ann. April 7.

■ WBAL(AM) Baltimore, MD—Seeks CP to specify additional MEOV's to existing pattern. Ann. March 24.

■ WILD(AM) Boston, Mass.—Seeks CP to change hours of Operation to U by adding N service with 500 W; change D power to 2.5 kw; change frequency from 1090 khz to 720 khz; install DA-2; change TL to Grove and Centre Streets, Boston and make changes in ant. sys. Ann. April 7.

■ WGTR(AM) Natick, Mass.—Seeks mod. of CP to make changes in N standard pattern. Ann. March 4.

■ WABJ(AM) Adrian, Mich.—Seeks CP to change to adjacent the east side of fairgrounds, Adrian, Mich. Ann. March 24.

■ WKBZ(AM) Muskegon, Mich.—Seeks CP to increase D power to 10 kw. Ann. April 7.

■ KPRM(AM) Park Rapids, Minn.—Seeks CP to change hours of operation to U by adding N service with 1 kw; change D power to 2.5 kw; install DA-N; change TL to 1.9 miles east and 1.2 miles south of center of Park Rapids, near Park Rapids, Minn., and make changes in ant. sys. Ann. April 9.

■ KDQQ(AM) Albuquerque, N.M.—Seeks CP to change TL to 10400 Edith Blvd., 1.5 miles north of Albuquerque City limits. Ann. March 24.

■ KABQ(AM) Albuquerque, N.M.—Seeks CP to change frequency from 1350 khz to 660 khz; increase D and N power to 50 kw; install DA-2 and change TL to 2 miles north of Sandoval/Bernalillo County Line at Route 80, N.M. Ann. April 7.

■ WHCU(AM) Ithaca, N.Y.—Seeks CP to change hours of operation to U; change N power to 500 w; change from non-DA to DA-N and make changes in ant. sys. Ann. April 9.

■ WKLB(AM) Manchester, N.Y.—Seeks mod of CP to change TL to 0.4 miles northeast of Liberty Church, north on highway 687 and approximately 1.35 miles west of Manchester, N.Y.; change to non-DA, and specity SL and RC to 109 Richmond Road, Manchester. Ann. April 9.

■ WHAZ(AM) Troy, N.Y.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 5 kw; install DA-N; change frequency from 1330 khz to 640 khz; change city of license from Troy to East Greenbush, N.Y.; change TL to southeast intersection of Best Road and Old Troy Road East Greenbush and make changes in ant. sys. Ann. April 9.

■ KSWB(AM) Seaside, Ore.—Seeks CP to change hours of operation to U by adding N service with 500 W; change frequency from 930 khz to 840 khz and make changes in ant. sys. Ann. April 7.

■ WARO(AM) Canonsburg, Pa.—Seeks CP to increase power to 1 kw. Ann. April 7.

■ WEEP(AM) Pittsburgh, Pa.—Seeks CP to change city of license to Hampton Township, Pa.; change hours of operation to U by adding N service with 2.5 kw; install DA-2; change frequency from 1080 khz to 1070 khz; change SL and RC (to be determined), and make changes in ant. sys. Ann. April 9.

■ WKVM(AM) San Juan, P.R.—Seeks mod. of CP to make changes in ant. sys. (change MEOV's to horizontal plane pattern and change line of towers). Ann. March 24.

■ KQKD(AM) Redfield, S.D.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase day power to 50 kw; install DA-2; change frequency from 1380 khz to 870 khz; change TL to 3 miles south of Redfield, and 4 miles west of US highway 281, on Conty Road, 26, Redfield; SL and RC to be determined, and make changes in ant. sys. Ann. April 9.

■ KGBT(AM) Harlingen, Tex.—Seeks CP to add MEOV's toward station WCKY and change type trans. Ann. March 24.

■ KLUB(AM) Salt Lake City, Utah—Seeks CP to make changes in ant. sys. to add new D pattern. Ann. March 24.

FM applications

■ WUAL-FM Tuscaloosa, Ala.—Seeks mod. of CP to make changes in ant. sys.; change TL to 2.5 miles northeast of Duncanville, Ala.; change SL to 7 Bryce Lawn (University), Tuscaloosa; change type trans.; change type ant,. increase HAAT: 523' (H&V) and change TPO. Ann. March 24.

■ KFCM(FM) Cherokee Village, Ark.—Seeks mod. of CP to make chgs. in ant. sys.; change type trans.; change type ant. (H&V) and change TPO. Ann. March 24.

■ KCMS(FM) Indio, Calif.—Seeks CP to install new ant. TL to be operated on: ERP: .530 kw (H); HAAT: 604' (H&V) (for emergency use only). Ann. March 24.

■ KUUL(FM) Madera, Calif.—Seeks CP to change TL to Road 30-1/2, .1 mile south of Avenue 12, Madera, change type trans.; change type ant., increase HAAT: 300' (H&V) and change TPO. Ann. March 24.

■ KEWE(FM) Oroville, Calif.—Seeks CP to decrease HAAT: 159'. Ann. March 24.

■ KYXY(FM) San Diego, Calif.—Seeks CP to change type trans., increase ERP: 41.2 kw (H&V) and change TPO. Ann. March 24.

■ WDHS(FM) Gaston, Ind.—Seeks CP to make changes in ant. sys. Ann. April 2.

■ WCOZ(FM) Boston, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.7 kw (H&V); decrease. HAAT: 1053' (H&V) and change TPO. Ann. March 24.

■ WBIM-FM Bridgewater, Mass.—Seeks Mod. of CP to make changes in ant. sys.; change type ant., change ERP: .2 kw (H&V); increase HAAT: 71' (H&V) and change TPO. Ann. March 24.

■ KILA(FM) Henderson, Nev.—Seeks CP to change TL to 2.14 miles S.W. of Henderson City Hall on "Black Mountain" also known as Henderson Mountain, Henderson; increase HAAT: 1160' (H&V) and change TPO. Ann. March 24.

■ WADV(FM) Buffalo, N.Y.—Seeks CP to increase ERP: 50 kw (H&V); change type trans. and change TPO. Ann. March 24.

■ WVBU-FM Lewisburg, Pa.—Seeks mod. of CP to make changes in ant. sys.; change TL to power plant on Bucknel Univ. campus, Lewisburg, change type trans.; change type ant.; change ERP: 0.0183 kw (H&V); decrease HAAT: 122' (H&V) and change TPO. Ann. March 24.

AM Actions

■ WEEI(AM) Boston, Mass.—Dismissed application for CP to make changes in ant. sys. (BP-810115AG). Action March 23.

■ Cornwall, N.Y.—Granted request for interim operating authority on 1170 khz, 1 kw, DA-D, D operation; conditions (BPI-801201AN). Action March 26.

■ KBCH(AM) Lincoln City, Ore.—Granted CP to change frequency from 1380 khz to 1400 khz; change hours of operation to U by adding N service with 250 W; conditions (BP-800425AF). Action March 26.

■ WKVM(AM) San Juan, P.R.—Granted modification of CP to make changes in ant. sys.; conditions (BMP-810316AR). Action April 2.

■ WTJS(AM) Jackson, Tenn.—Granted CP to utilize former D non-directional ant. as aux. D ant.; condition (BP-810130AJ). Action March 26.

■ WDTM(AM) Selmer, Tenn.—Granted CP to change frequency from 1130 to 1150 khz; increase power from 250 W to 1 kw and make changes in ant. sys.; conditions (BP-800912AA). Action April 1.

■ KJCH(AM) Cleveland, Tex.—Granted CP to increase D and N power to 1 kw and make changes in N ant.; conditions (BP-800514AF). Action April 2.

■ WSPC(AM) St. Paul, Va.—Granted modification of CP to make changes in ant. sys.; condition (BMP-801022AE). Acton March 23.

FM actions

■ KFCM(FM) Cherokee Village Ark.—Dismissed

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses